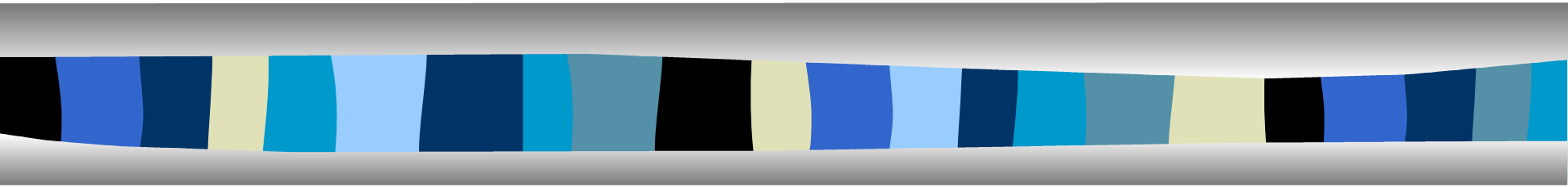


# **Recruiting, Retaining and Rewarding Volunteers**



**2011 Neighborhood Leadership Institute**

**Presented by Fiona Dawson**  
**[www.fionadawson.com](http://www.fionadawson.com) / [fiona@fionadawson.com](mailto:fiona@fionadawson.com)**



# What are your expectations?

- What is your greatest challenge when it comes to working with volunteers?
- What are you hoping to learn?
- Do you already have a volunteer program in place?



# Objectives and Agenda

- Planning a Volunteer Program
- Defining Roles and Responsibilities
- Motivation and Recruitment
- Risk Management
- Retention and Recognition

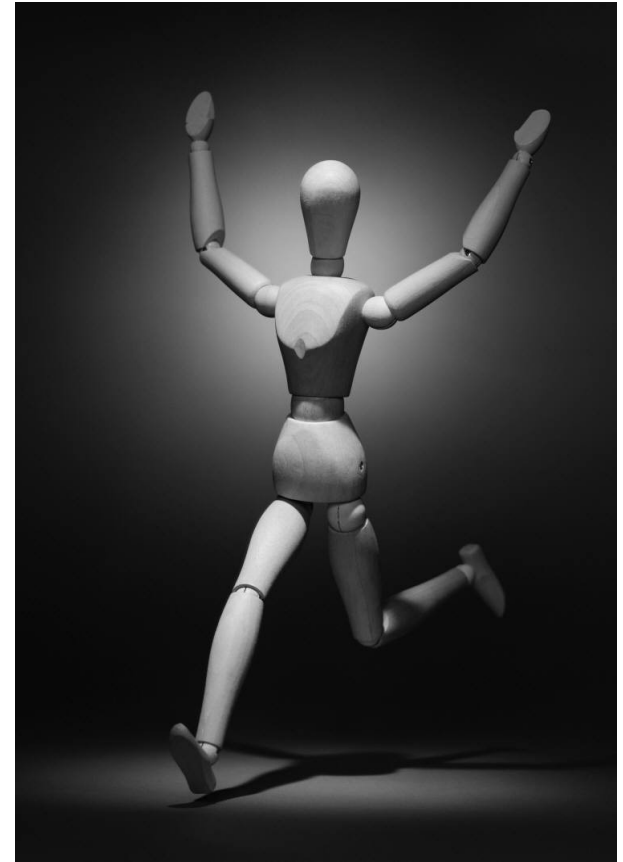
**Volunteers...**



**or possible?**

# Benefits of volunteering

- Power / empowerment and perspective
- Social network
- Job opportunities and skill building
- Reduce stress and building self-esteem





# **Expectations for your Volunteer Program**

- **Identify Stakeholders**
- **Why do you want a volunteer program?**
- **Consider everyone's expectations**
- **Current Affairs - what's going on at 'glocal' level?**
- **Who will be the volunteer administrator / leader of the volunteer program?**



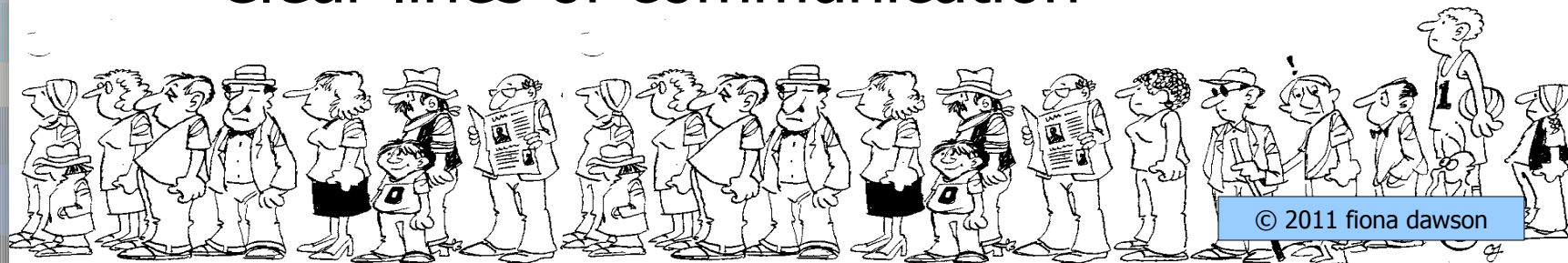
# Recruitment is the last step

*First there must be:*

- A structured program in place
- Tools at the ready – do you have a budget?
- Whole team trained and prepared
- Recognition plan in place

# Elements of a structured program

- Mission Statement
- Organizational Chart
- Application
- Orientation with a Manual
- Interview
- Screening/risk management
- Job Description
- Training
- Stated awards and rewards
- Clear lines of communication



# Take this job and ... develop it!

- Have a clear Volunteer Program structure
- Include stakeholders input when developing job descriptions
- Define all jobs and responsibilities
- Job descriptions:
  - Clarify needs
  - Determine training necessary
  - Skills & experience required
  - Supervision necessary



# Is your Volunteer Program made of straw, sticks or brick?



# Take time to plan

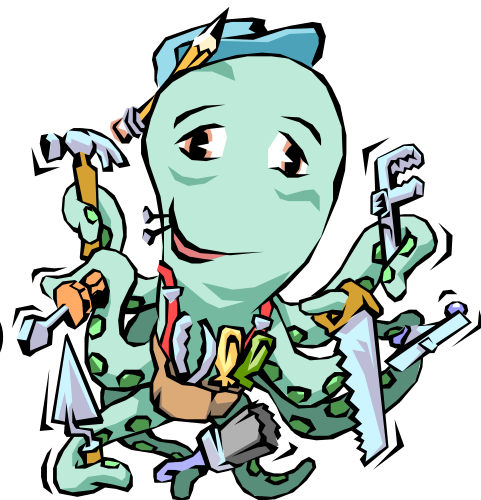
A BROOKVIEW MOMENT



# If you build it, will they come?

- **Levels of Motivation**

- 1<sup>st</sup>) Self serving (personal needs)
- 2<sup>nd</sup>) Relational (helps someone else)
- 3<sup>rd</sup>) Belief (obligation)



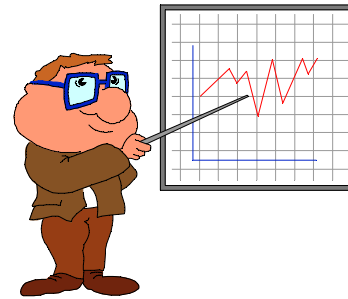
- **The Power of One – Create an emotional request**

- **Reasons for Volunteering**

- The passionate beginner – channeling the passion
- The talented veteran – delegation
- The dependable leader – empowerment

# Motives Affecting Behavior

- **Achievement**



- **Affiliation**



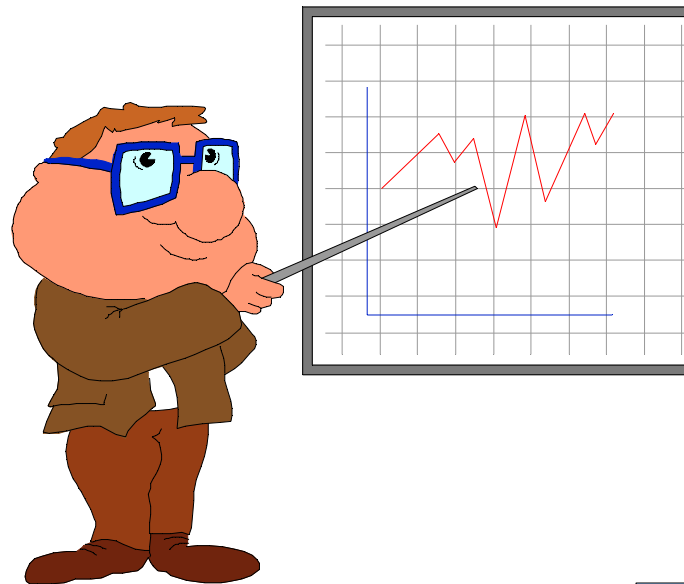
- **Power**



# Achievement Motivated Person

## Goal:

**Success in a situation which requires excellent or improved performance.**



# Affiliation Motivated Person

**Goal: Being with someone else and enjoying mutual friendships**



# Power Motivated Person

**Goal:**

**Having impact or influence on others.**



# Types of positions matched to McClelland's needs

Achievement	Affiliation	Power
Fundraising Membership campaigning Researching and Analyzing Reporting Chairing committees/leadership Executive directorships Doing nitty-gritty work	Ushering Task force membership Hospitality committee Banquet committee Senior center worker Social activity worker	Public speaking Fundraising Writing articles Being a CEO Chairing events that bring public attention to a cause Managing many people

# What opportunities do you have?



# Communication



- **Recruitment**

- **Retention**

- **Recognition**

- [www.volunteermatch.org](http://www.volunteermatch.org)

- [www.volunteerspot.com](http://www.volunteerspot.com)

- [www.energizeinc.com](http://www.energizeinc.com)



# **It's all in the way you ask!**

- **Volunteer needed to coach junior league baseball.**
- **30 children need a baseball coach. Be someone. Be a role model. Be that coach.**
- **We are desperately looking for someone to volunteer in the soup kitchen!**
- **The soup is getting cold! Hungry, homeless women and children need serving. We know this is the opportunity you've been looking for!**

# What communication tools will you use to make your ask?

- Social media
  - Facebook
  - Twitter
  - LinkedIn
- Print media
- Website
- Radio
- Face-to-Face
- Neighborhood events
- Local business sponsorship



**Have you set sail on the  
love boat or on the Titanic?**



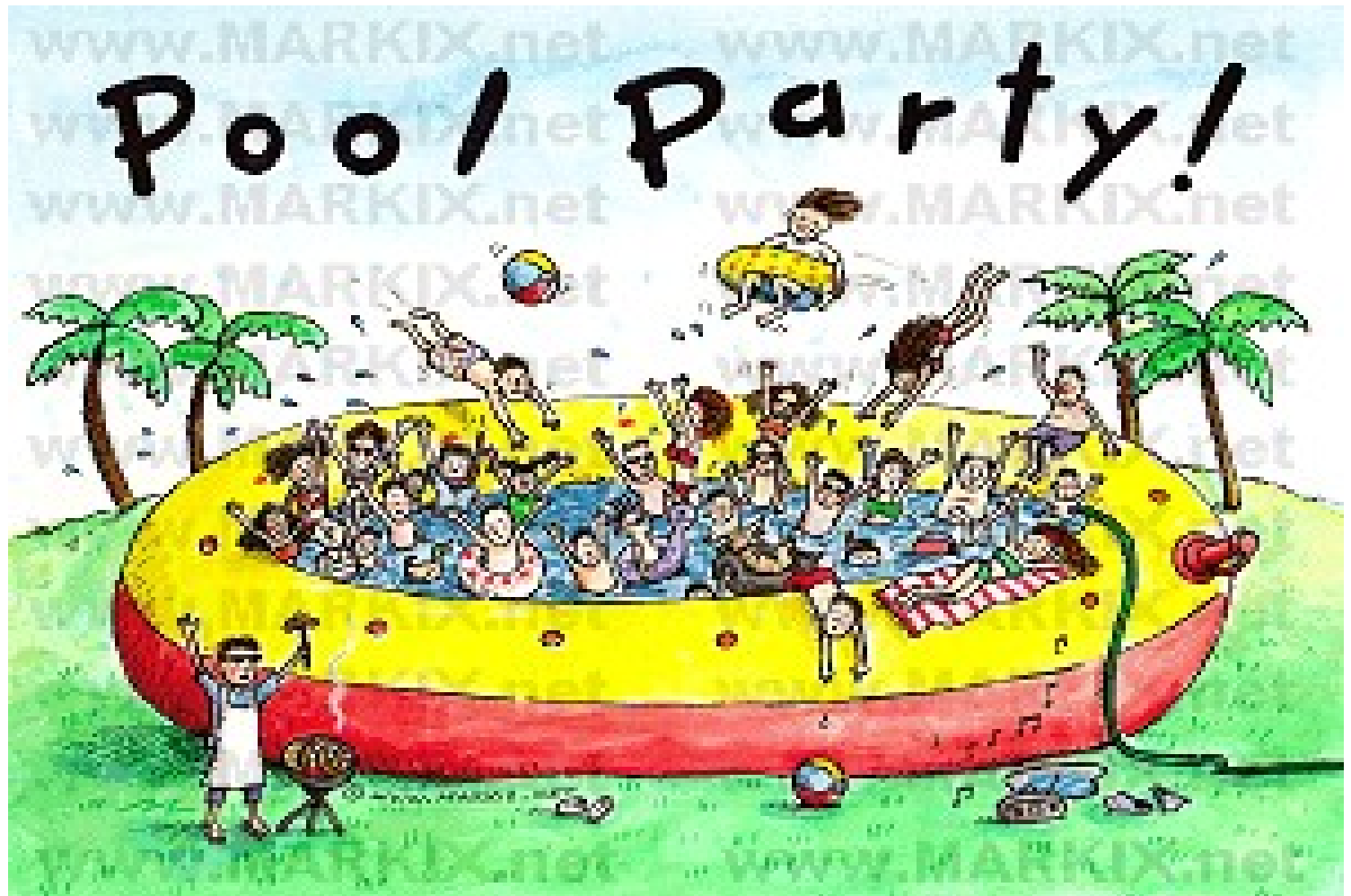
# Risky Business

- Avoidance
- Retention
- Non-insurance transfers
- Loss control
- Insurance



- [www.nonprofitrisk.org](http://www.nonprofitrisk.org)
- [www.nonprofitlaw.com](http://www.nonprofitlaw.com)
- [www.independentsector.com](http://www.independentsector.com)
- [www.energizeinc.com](http://www.energizeinc.com)

# Swimming Pool Party



# Should I Stay or Should I Go?

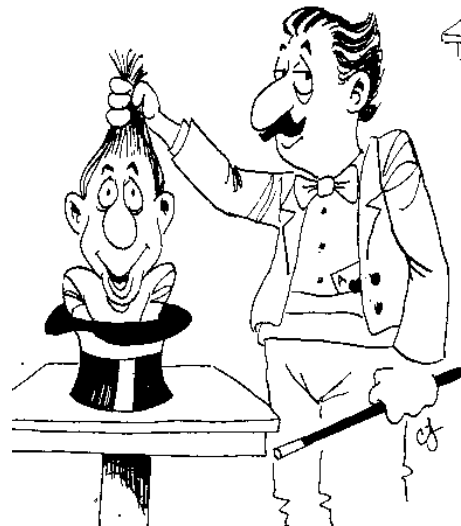
- Retention begins when a volunteer starts - NOT at the anniversary date
- Why do volunteers stay? Why do they leave?

Proper, prior  
planning  
prevents  
pitifully poor  
performance



# Thank you...

- **What is recognition?**
- **Recognize your volunteers by their motivation type**
- **Use recognition to extend the lifecycle of the volunteer**
- **Tangible Reinforcers**





## **Social Reinforcers – S.S.I.P.**

Sincerity -- Always be sincere in your praise.

Specificity -- Never be vague with your praise, or you risk reinforcing the wrong behavior.

Immediacy -- People need to be reinforced for their behavior when they do it, not months later. You must be quick to praise or congratulate when the opportunity arises.

Personalized -- Don't send praise through third parties. People need to be reinforced often, and they need to hear it from you.



## **The Don'ts List – B.S.C.L.S.**

Don't confuse reinforcement with bribery

Don't make praise sandwiches

Don't start competitions

Don't take things lightly

Don't stop once you get results

# Sources/ Resources

**CharityChannel.com**

**Energizeinc.com**

**Volunteermatch.org**

**Volunteertoday.org**

**Volunteerspot.com**

**Idealist.org**

**Pointsoflight.org**

**Hava.org**

